

PRODUCT INFORMATION

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Retail Line

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PRODUCT INFORMATION

PARKER MERCHANDISE LISTING

| PRODUCT                | MODEL     | CAP  | BARREL   | PEN | SOFT TIP | BALL PEN                                  | PENCIL  |
|------------------------|-----------|--|--|-----|----------|---|---------|
| Big Red                |           | Orange-Red, Black, Green, Yellow, Red, Blue, White | Orange-Red, Black, Green, Yellow, Red, Blue, White           |     |          | \$2.98                                    |         |
| Big Red White & Blue   |           | White Stars Against Blue Background                | Red and White Stripes  |     | \$5.00   | 5.00                                      |         |
| Swinger                |           | Black, Blue, Green, Orange, Red, White, Yellow     | Black, Blue, Green, Orange Red, White Yellow                 |     |          | 5.00                                      |         |
| Jotter                 | Special   | Stainless Steel                                    | Black, Grey, Dark Blue, Olive Matador Red, Vista Blue, White |     |          | 2.98                                      |         |
|                        | Calendar  | Stainless Steel                                    | Black, Grey, Dark Blue, Olive Matador Red, Vista Blue, White |     |          | 3.50                                      |         |
| Pencil                 | Cartridge | Stainless Steel                                    | Black, Grey, Dark Blue, Olive Matador Red, Vista Blue, White |     |          |   | \$2.98* |
| Parker Park-It         |           | Stainless Steel                                    | Black  |     |          | 4.50                                      |         |
| Pen Parker CT Desk Set |           | Black  | Black  |     |          | 3.98 (without chain)<br>4.98 (with chain) |         |
| Pen Parker GT Desk Set |           | Black, Brown                                       | Black, Brown   |     |          | 5.98 (without chain)<br>6.98 (with chain) |         |

\* Cartridge Pencil

PRODUCT INFORMATION

PARKER MERCHANDISE LISTING

| PRODUCT       | MODEL                             | CAP  | BARREL  | FLOATING BALL PEN         |          |                        |                        |
|---------------|-----------------------------------|--|---|---------------------------|----------|------------------------|------------------------|
| Place Vendome | Grain d'Orge Milleraies Ecorce    | Heavy Gold Electroplate<br>Heavy Gold Electroplate<br>Heavy Gold Electroplate  | Heavy Gold Electroplate<br>Heavy Gold Electroplate<br>Heavy Gold Electroplate | \$50.00<br>50.00<br>50.00 |          |                        |                        |
|               | Grain d'Orge Milleraies Ecorce    | Heavy Silverplate<br>Heavy Silverplate<br>Heavy Silverplate                    | Heavy Silverplate<br>Heavy Silverplate<br>Heavy Silverplate                   | 40.00<br>40.00<br>40.00   |          |                        |                        |
|               | Floating Ball                     | 22K Gold Electroplated<br>Brushed Stainless Steel, 22K Gold Electroplated Trim | 22K Gold Electroplated<br>Brushed Stainless Steel                             | 25.00<br>12.50            |          |                        |                        |
| Ms. Parker    | Plain Ring Decorative Ring        | Satin-Finish Stainless Steel<br>Satin-Finish Stainless Steel                   | Satin-Finish Stainless Steel<br>Satin-Finish Stainless Steel                  | 20.00<br>20.00            |          |                        |                        |
| Systemark     | Flighter CT Special               | Brushed Stainless Steel<br>Stainless Steel                                     | Brushed Stainless Steel<br>Black, Dark Blue, Light Blue, Red                  | 6.00<br>3.98              |          |                        |                        |
| PRODUCT       | MODEL                             | CAP  | BARREL  | PEN                       | SOFT TIP | BALL PEN               | PENCIL                 |
| 75            | 75 Presidential                   | 14K Gold   | 14K Gold  | \$400.00                  | \$375.00 | \$375.00*              | \$350.00*              |
|               | 75 Sterling                       | Sterling Silver  | Sterling Silver   | 50.00                     | 30.00    | 22.50                  | 22.50                  |
|               | 75 Imperial                       | 22K Gold Electroplated<br>Stainless Steel                                      | 22K Gold Electroplated<br>Stainless Steel                                     | 40.00                     | 22.50    | 20.00                  | 20.00                  |
|               | 75 Flighter                       | 22K Gold Electroplated<br>Stainless Steel                                      | 22K Gold Electroplated<br>Stainless Steel                                     | 27.50                     | 12.50    | 10.00                  | 10.00                  |
| 180           | Imperial Flighter                 | 22K Gold Electroplated<br>Stainless Steel                                      | 22K Gold Electroplated<br>Stainless Steel                                     | 40.00<br>30.00            |          | 20.00<br>10.00         |                        |
| Classic       | Sterling Silver Imperial Flighter | Sterling Silver<br>22K Gold Electroplated<br>Brushed Stainless Steel           | Sterling Silver<br>22K Gold Electroplated<br>Brushed Stainless Steel          |                           |          | 20.00<br>15.00<br>7.50 | 20.00<br>15.00<br>7.50 |
|               | 51                                | Classic  | Stainless Steel   | 20.00                     |          | 7.50                   | 7.50*                  |
| 45            | Flighter Special                  | Stainless Steel<br>Stainless Steel   | Stainless Steel<br>Black, Grey, Dark Blue, Olive<br>Matador Red, Vista Blue   | 12.50                     | 7.50     | 6.00                   | 7.50                   |
| 25            | Flighter                          | Brushed Stainless Steel  | Brushed Stainless Steel   | 8.75                      | 5.00     | 5.00                   | 7.00                   |
|               |                                   |  |   | 10.00                     |          | 6.00                   |                        |

\* Cartridge Pencil

PRODUCT INFORMATION  
RETAIL LINE

75 PRESIDENTIAL



|             |   |           |
|-------------|---|-----------|
| 6-227-1     | Fountain Pen                                  | \$ 400.00 |
| 6-227-2     | Soft Tip Pen                                  | 375.00    |
| 6-228-3     | Ball Pen                                      | 350.00    |
| 6-228-5     | Cartridge Pencil                              | 350.00    |
| 7-227-1 (5) | Fountain Pen & Cartridge Pencil Set           | 750.00    |
| 7-227-1 (3) | Fountain Pen & Ball Pen Set                   | 750.00    |
| 7-228-3 (5) | Ball Pen & Cartridge Pencil Set               | 700.00    |
| 7-227-1 (8) | Fountain Pen, Ball Pen & Cartridge Pencil Set | 1,100.00  |

CAP: 14K Gold  
 CLIP: Gold Electroplated  
 BARREL: 14K Gold  
 NIB: 14K Gold  
 NIB POINT  
 SIZES: Extra Fine , Fine , Medium , Broad

Converter installed in fountain pen, one washable blue ink cartridge provided.

Black Stylus and black Super Soft Tip refills provided with soft tip pen.

Blue-medium refill in ball pen.

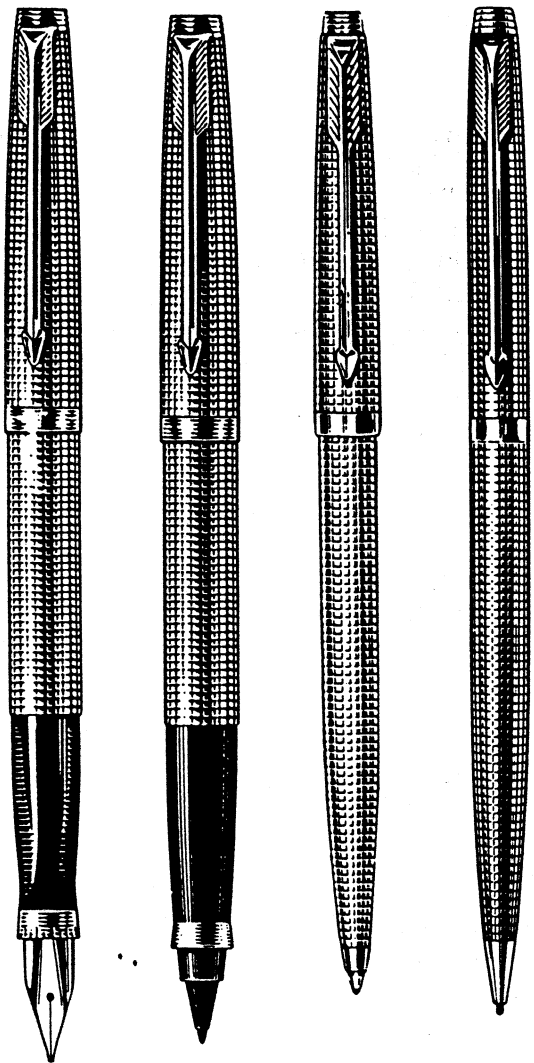
Black-medium refill in cartridge pencil.

Approx.

|         |        |         |         |         |
|---------|--------|---------|---------|---------|
| Weight: | 3/4oz. | 3/4 oz. | 3/4 oz. | 1/2 oz. |
| Size:   | 5-1/4" | 5-1/4"  | 5-1/8"  | 5-1/4"  |

PRODUCT INFORMATION  
RETAIL LINE

75 STERLING



|            |  |          |
|------------|--|----------|
| 6-131-1    | Fountain Pen                           | \$ 50.00 |
| 6-131-2    | Soft Tip Pen                           | 30.00    |
| 6-141-3    | Ball Pen                               | 22.50    |
| 6-131-4    | Pencil                                 | 22.50    |
| 7-131-1(4) | Fountain Pen &<br>Pencil Set           | 72.50    |
| 7-131-1(3) | Fountain Pen & Ball Pen                | 72.50    |
| 7-141-3(4) | Ball Pen &<br>Pencil Set               | 45.00    |
| 7-131-1(7) | Fountain Pen, Ball Pen &<br>Pencil Set | 95.00    |
| 7-131-2(3) | Ball Pen & Soft Tip Set                | 52.50    |

CAP: Sterling Silver  
 CLIP: Gold Electroplated  
 BARREL: Sterling Silver  
 NIB: 14K Gold  
 NIB POINT  
 SIZES: Extra-Fine, Fine, Medium,  
 Broad

Converter installed in fountain pen, one washable blue ink cartridge provided.

Black Stylus and black Super Soft Tip refills provided with soft tip pen.

Blue-medium refill in ball pen.

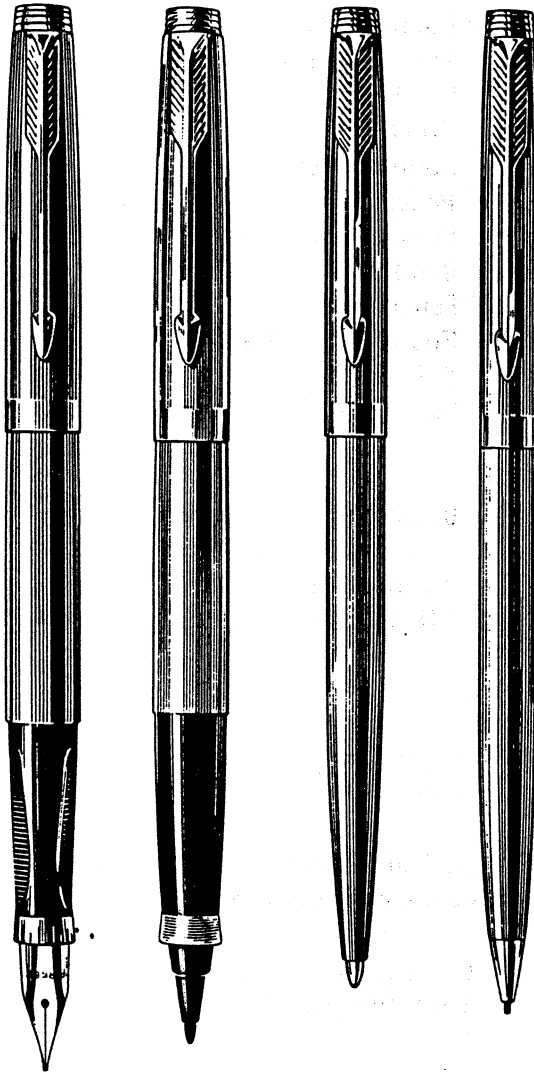
Medium-black lead in mechanical pencil.

approx.

|         |        |        |         |         |
|---------|--------|--------|---------|---------|
| Weight: | 1 oz.  | 1 oz.  | 3/4 oz. | 3/4 oz. |
| Length: | 5 1/2" | 5 1/4" | 5 1/8"  | 5 1/8"  |

PRODUCT INFORMATION  
RETAIL LINE

75 IMPERIAL



|            |                                     |          |
|------------|-------------------------------------|----------|
| 6-559-1    | Fountain Pen                        | \$ 40.00 |
| 6-559-2    | Soft Tip Pen                        | 22.50    |
| 6-559-3    | Ball Pen                            | 20.00    |
| 6-559-4    | Pencil                              | 20.00    |
| 7-559-1(4) | Fountain Pen & Pencil Set           | 60.00    |
| 7-559-1(3) | Fountain Pen & Ball Pen             | 60.00    |
| 7-559-3(4) | Ball Pen & Pencil Set               | 40.00    |
| 7-559-1(7) | Fountain Pen, Ball Pen & Pencil Set | 80.00    |
| 7-559-2(3) | Soft Tip & Ball Pen Set             | 42.50    |

CAP: 22K Gold Electroplated  
CLIP: Gold Electroplated  
BARREL: 22K Gold Electroplated

NIB: 14K Gold  
NIB POINT  
SIZES: Extra-Fine, Fine, Medium, Broad

Converter installed in fountain pen, one washable blue ink cartridge provided.

Black Stylus and black Super Soft Tip refills provided with soft tip pen.

Blue medium refill in ball pen.

Medium-black refill in mechanical pencil

pprox.

|         |        |        |         |        |
|---------|--------|--------|---------|--------|
| weight: | 1 oz.  | 1 oz.  | 3/4 oz. | 3/4oz. |
| length: | 5 1/2" | 5 1/4" | 5 1/8"  | 5 1/8" |

PRODUCT INFORMATION  
RETAIL LINE

75 FLIGHTER



|            |                                     |          |
|------------|-------------------------------------|----------|
| 6-543-1    | Fountain Pen                        | \$ 27.50 |
| 6-543-2    | Soft Tip Pen                        | 12.50    |
| 6-543-3    | Ball Pen                            | 10.00    |
| 6-543-4    | Pencil Set                          | 10.00    |
| 7-543-1(4) | Fountain Pen & Pencil Set           | 37.50    |
| 7-543-1(3) | Fountain Pen & Ball Pen             | 37.50    |
| 7-543-3(4) | Ball Pen & Pencil Set               | 20.00    |
| 7-543-1(7) | Fountain Pen, Ball Pen & Pencil Set | 47.50    |
| 7-543-2(3) | Soft Tip & Ball Pen Set             | 22.50    |

CAP: Brushed Stainless Steel  
CLIP: Gold Electroplated  
BARREL: Brushed Stainless Steel  
NIB: 14K Gold

NIB POINT

SIZES: Extra-Fine, Fine, Medium, Broad

Converter installed in fountain pen, one washable blue ink cartridge provided.

Black Stylus and black Super Soft Tip refills provided with soft tip pen.

Blue-medium refill in ball pen.

Medium-black lead in mechanical pencil.

BOX.

|         |        |        |         |         |
|---------|--------|--------|---------|---------|
| Weight: | 1 oz.  | 1 oz.  | 3/4 oz. | 3/4 oz. |
| Length: | 5-1/2" | 5-1/4" | 5-1/8"  | 5-1/8"  |

**PRODUCT INFORMATION  
RETAIL LINE**

**75 FLIGHTER**



|        |        |         |         |
|--------|--------|---------|---------|
| 1 oz.  | 1 oz.  | 3/4 oz. | 3/4 oz. |
| 5-1/2" | 5-1/4" | 5-1/8"  | 5-1/8"  |

|             |                                     |          |
|-------------|-------------------------------------|----------|
| 6-543-1     | Fountain Pen                        | \$ 27.50 |
| 6-543-2     | Soft Tip Pen                        | 12.50    |
| 6-543-3     | Ball Pen                            | 10.00    |
| 6-543-4     | Pencil Set                          | 10.00    |
| 7-543-1 (4) | Fountain Pen & Pencil Set           | 37.50    |
| 7-543-1 (3) | Fountain Pen & Ball Pen             | 37.50    |
| 7-543-3 (4) | Ball Pen & Pencil Set               | 20.00    |
| 7-543-1 (7) | Fountain Pen, Ball Pen & Pencil Set | 47.50    |
| 7-543-2 (3) | Soft Tip & Ball Pen Set             | 22.50    |

**CAP:** Brushed Stainless Steel  
**CLIP:** Gold Electroplated  
**BARREL:** Brushed Stainless Steel  
**NIB:** 14K Gold

**NIB POINT  
SIZES:** Extra-Fine, Fine, Medium, Broad

Converter installed in fountain pen, one washable blue ink cartridge provided.

Black Stylus and black Super Soft Tip refills provided with soft tip pen.

Blue-medium refill in ball pen.

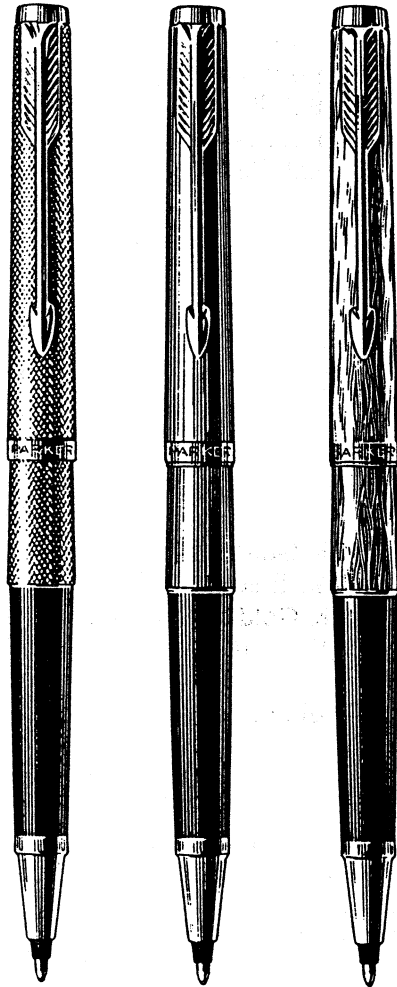
Medium-black lead in mechanical pencil.



PRODUCT INFORMATION  
RETAIL LINE

PLACE VENDOME

Grain d'Orge      Milleraies      Ecorce



Heavy Gold Electroplate Floating Ball Pen \$50.00

6-614-3(6) Grain d'Orge  
6-613-3(6) Milleraies  
6-608-3(6) Ecorce

CAP: Heavy Gold Electroplate  
CLIP: Gold Electroplate  
BARREL: Heavy Gold Electroplate

Heavy Silverplate Floating Ball Pen \$40.00

6-615-3(6) Grain d'Orge  
6-611-3(6) Milleraies  
6-610-3(6) Ecorce

CAP: Heavy Silverplate  
CLIP: Chrome  
BARREL: Heavy Silverplate  
POINT: Black-fine

Approx. . .

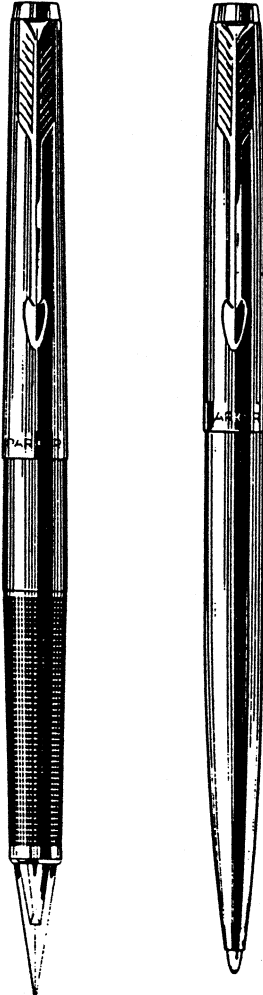
|         |       |       |       |
|---------|-------|-------|-------|
| Weight: | 1 oz. | 1 oz. | 1 oz. |
| Size:   | 5"    | 5"    | 5"    |

Equipped with black fine point Floating Ball writing mode at factory, but can be changed at the counter to Stylus or Super Soft Tip modes with blue, black, red or green-medium

Pen engraved and electroplated in France, balance U.S.-made.

PRODUCT INFORMATION  
RETAIL LINE

180 IMPERIAL



Parker 180 Imperial in 22K gold electroplate

|            |                                |         |
|------------|--------------------------------|---------|
| 6-562-1    | Fountain Pen                   | \$40.00 |
| 6-562-3    | Ball Pen                       | 20.00   |
| 7-562-1(3) | Fountain Pen &<br>Ball Pen Set | 60.00   |

CAP: 22K Gold Electroplate  
CLIP: Gold Electroplate  
BARREL: 22K Gold Electroplate  
NIB: 14K Gold  
NIB POINT  
SIZE: Medium/Extra Fine

Converter installed in fountain pen, one washable  
blue ink cartridge provided.

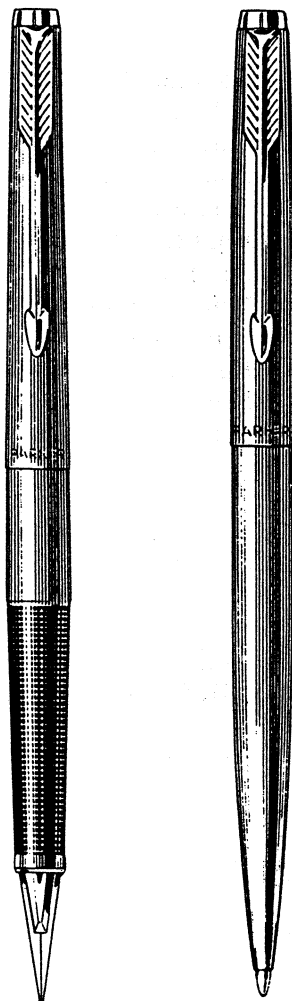
Blue-medium refill in ball pen.

Approx.

|         |        |         |
|---------|--------|---------|
| Weight: | 1 oz.  | 3/4 oz. |
| Size:   | 5-1/8" | 5-1/8"  |

PRODUCT INFORMATION  
RETAIL LINE

180 FLIGHTER



Parker 180 Flighter in brushed stainless steel

|            |                                |         |
|------------|--------------------------------|---------|
| 6-561-1    | Fountain Pen                   | \$30.00 |
| 6-561-3    | Ball Pen                       | 10.00   |
| 7-561-1(3) | Fountain Pen &<br>Ball Pen Set | 40.00   |

CAP: Brushed Stainless Steel  
CLIP: Gold Electroplate  
BARREL: Brushed Stainless Steel  
NIB: 14K Gold  
NIB POINT  
SIZE: Medium/Extra Fine

Converter installed in fountain pen, one washable blue ink cartridge provided.

Blue-medium refill in ball pen.

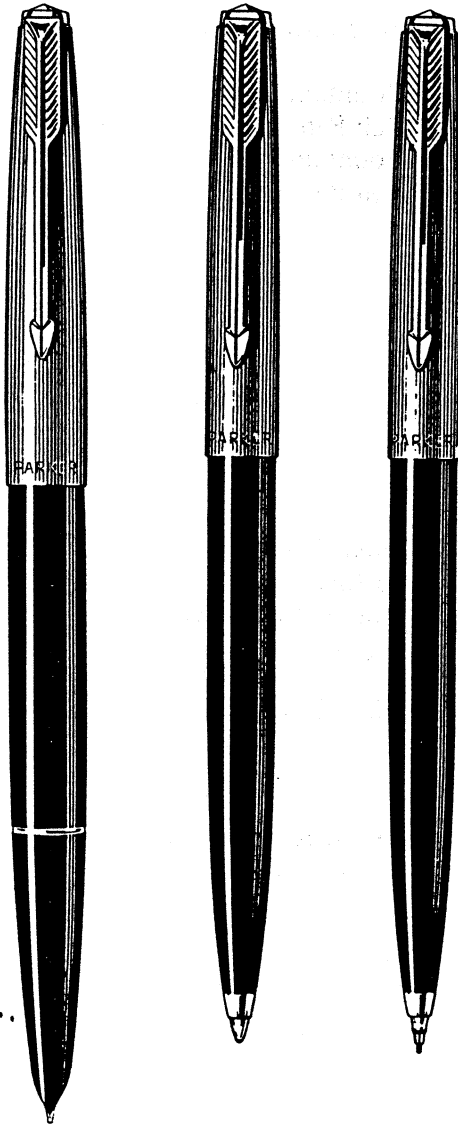
Approx.

|         |        |         |
|---------|--------|---------|
| Weight: | 1 oz.  | 3/4 oz. |
| Size:   | 5-1/8" | 5-1/8"  |

1 MARCH 1978

PRODUCT INFORMATION  
RETAIL LINE

51 CLASSIC



|            |   |         |
|------------|---|---------|
| 6-445-1    | Fountain Pen                                  | \$20.00 |
| 6-800-3    | Ball Pen                                      | 7.50    |
| 6-800-5    | Cartridge Pencil                              | 7.50    |
| 7-445-1(5) | Fountain Pen & Cartridge Pencil Set           | 27.50   |
| 7-445-1(3) | Fountain Pen & Ball Pen Set                   | 27.50   |
| 7-800-3(5) | Ball Pen & Cartridge Pencil Set               | 15.00   |
| 7-445-1(8) | Fountain Pen, Ball Pen & Cartridge Pencil Set | 35.00   |

CAP: Brushed Stainless Steel  
CLIP: Chrome  
BARREL: Plastic

RING: Gold Electroplate  
NIB: 14K Gold  
NIB POINT  
SIZES: Extra-Fine, Fine, Medium  
BARREL  
COLORS: Black, Rage Red, Dark Blue

Blue-medium refill in ball pen.

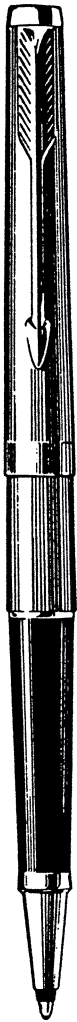
Black-medium refill in cartridge pencil.

Approx.

|         |         |         |         |
|---------|---------|---------|---------|
| Weight: | 3/4 oz. | 1/2 oz. | 1/2 oz. |
| Size:   | 5-1/2"  | 5-1/8"  | 5-1/4"  |

PRODUCT INFORMATION  
RETAIL LINE

IMPERIAL FLOATING BALL PEN



6-562-3(6) Imperial Floating Ball Pen \$25.00

CAP: 22K Gold Electroplate

CLIP: 22K Gold Electroplate

BARREL: 22K Gold Electroplate

POINT: Black-fine, blue-fine

Equipped with black or blue, fine point Floating Ball writing mode at factory, but can be changed at the counter to Stylus or Super Soft Tip modes with blue, black, red or green-medium point.

Approx.

Weight: 1/2 oz.  
Size: 5-1/8"

1 MARCH 1978

PRODUCT INFORMATION  
RETAIL LINE

FLIGHTER GT FLOATING BALL PEN



6-632-3(6) Flighter GT Floating Ball Pen \$12.50

CAP: Brushed Stainless Steel, 22K Gold  
Electroplate Trim

CLIP: 22K Gold Electroplate

BARREL: Brushed Stainless Steel

POINT: Black-fine, blue-fine

Equipped with black or blue, fine point Floating Ball  
writing mode at factory, but can be changed at the  
counter to Stylus or Super Soft Tip modes with blue,  
black, red or green-medium point.

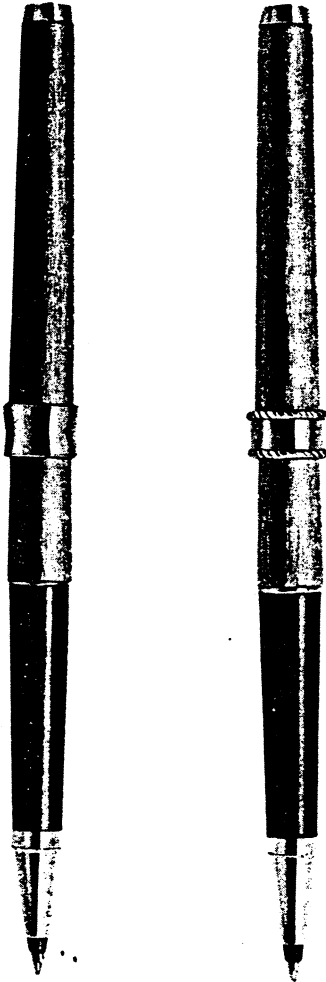
Approx.

Weight: 1/2 oz.

Size: 5-1/8"

PRODUCT INFORMATION  
RETAIL LINE

MS. PARKER BY PUCCI



6-649-3(6) Ms. Parker Floating Ball Pen  
with plain ring design \$20.00

6-650-3(6) Ms. Parker Floating Ball Pen,  
with decorative ring design \$20.00

CAP: Satin-finish Stainless Steel  
CLIP: None  
BARREL: Satin-Finish Stainless Steel  
RING: 22K Gold Electroplate  
POINT: Black-fine

Equipped with black-fine point Floating Ball writing mode  
at factory, but can be changed at the counter to Stylus  
or Super Soft Tip modes with blue, black, red or  
green-medium point.

Plain  
Ring

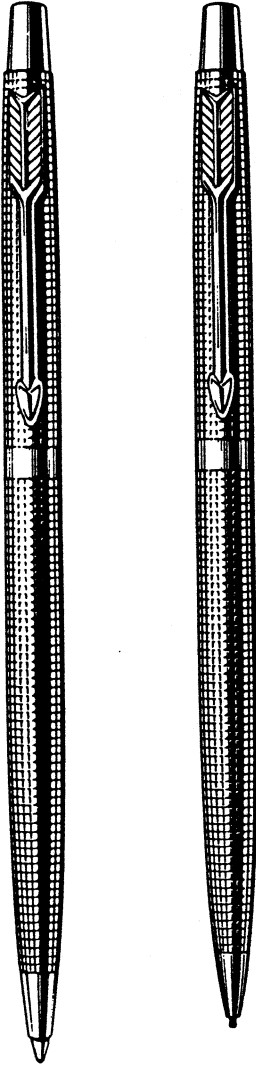
Decorative  
Ring

Approx.

Weight: 1/2 oz.  
Size: 5-1/8"

PRODUCT INFORMATION  
RETAIL LINE

CLASSIC STERLING



|            |                          |         |
|------------|--------------------------|---------|
| 6-527-3    | Ball Pen                 | \$20.00 |
| 6-527-4    | Pencil                   | 20.00   |
| 7-527-3(4) | Ball Pen &<br>Pencil Set | 40.00   |

CAP: Sterling Silver  
CLIP: Gold Electroplated  
BARREL: Sterling Silver

Blue-medium refill in ball pen.

Black-medium refill in pencil.

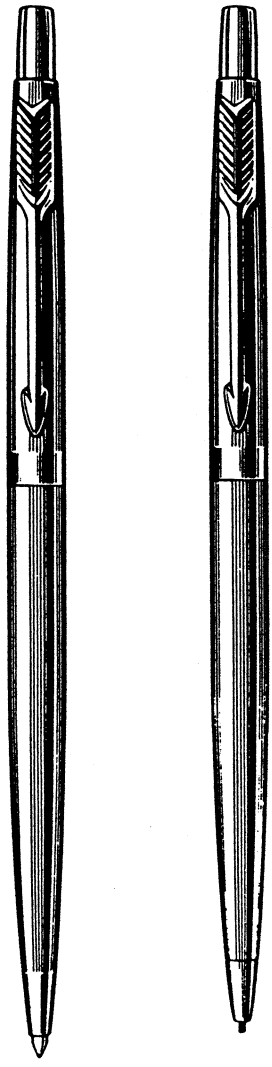
Approx.

|         |         |         |
|---------|---------|---------|
| Weight: | 3/4 oz. | 3/4 oz. |
| Size:   | 5-1/4"  | 5-3/8"  |



PRODUCT INFORMATION  
RETAIL LINE

CLASSIC IMPERIAL



|            |                          |         |
|------------|--------------------------|---------|
| 6-544-3    | Ball Pen                 | \$15.00 |
| 6-544-4    | Pencil                   | 15.00   |
| 7-544-3(4) | Ball Pen &<br>Pencil Set | 30.00   |

CAP: 22K Gold Electroplated  
CLIP: Gold Electroplated  
BARREL: 22K Gold Electroplated

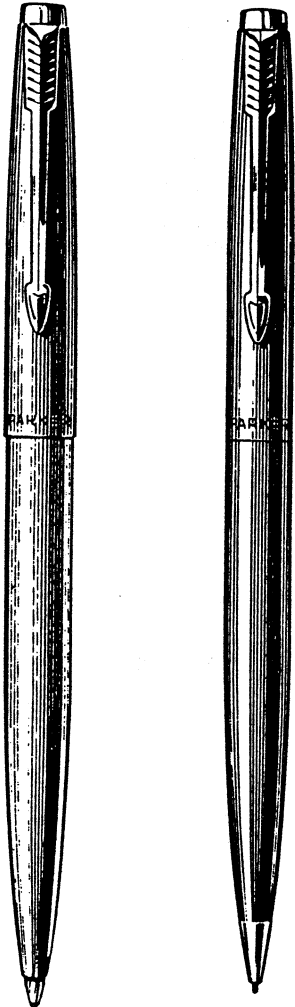
Blue-medium refill in ball pen.  
Black-medium refill in pencil.

Approx.

|         |         |         |
|---------|---------|---------|
| Weight: | 3/4 oz. | 3/4 oz. |
| Size:   | 5-1/4"  | 5-3/8"  |

PRODUCT INFORMATION  
WHOLESALE LINE

CLASSIC FLIGHTER



|            |                          |         |
|------------|--------------------------|---------|
| 6-526-3    | Ball Pen                 | \$ 7.50 |
| 6-526-4    | Pencil                   | 7.50    |
| 7-526-3(4) | Ball Pen &<br>Pencil Set | 15.00   |

CAP: Brushed Stainless Steel  
CLIP: Chrome  
BARREL: Brushed Stainless Steel

Blue-medium refill in ball pen.

Black-medium refill in pencil.

Approx.

|         |         |         |
|---------|---------|---------|
| Weight: | 3/4 oz. | 3/4 oz. |
| Size:   | 5-1/4"  | 5-3/8"  |

1 MARCH 1978

PRODUCT INFORMATION  
WHOLESALE LINE

SYSTEMARK FLIGHTER CT FLOATING BALL PEN



6-633-3(6) Systemark Flighter CT Floating  
Ball Pen \$6.00

CAP: Brushed Stainless Steel

CLIP: Stainless Steel

BARREL: Brushed Stainless Steel

POINT: Black-fine, blue-fine

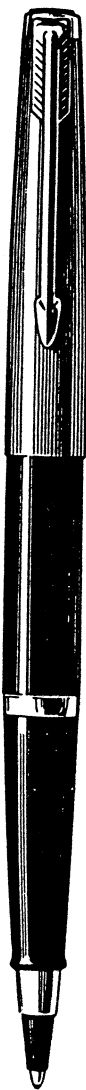
Equipped with black or blue fine-point Floating Ball writing mode at factory, but can be changed at the counter to Stylus or Super Soft Tip modes with blue, black, red or green-medium point.

Approx.

Weight: 1/2 oz.  
Size: 5-1/2"

PRODUCT INFORMATION  
WHOLESALE LINE

SYSTEMARK SPECIAL FLOATING BALL PEN



6-567-3(6) Systemark Special Floating  
Ball Pen \$3.98

CAP: Brushed Stainless Steel

CLIP: Stainless Steel

BARREL: Plastic

COLORS: Black, Dark Blue, Light Blue,  
Red

POINT: Black-fine, blue-fine

Equipped with black or blue, fine point Floating  
Ball writing mode at factory, but can be changed  
at the counter to Stylus or Super Soft Tip modes  
with blue, black, red or green-medium point.

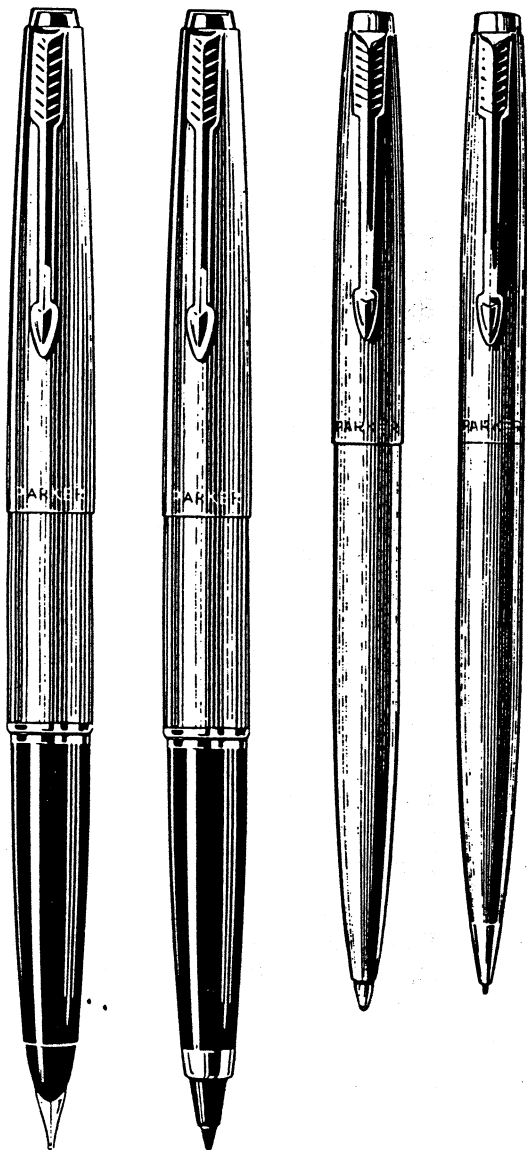
Approx.

Weight: 1/2 oz.  
Size: 5-1/2"

1 MARCH 1978

PRODUCT INFORMATION  
WHOLESALE LINE

45 FLIGHTER



|            |                                    |          |
|------------|------------------------------------|----------|
| 6-570-1    | Fountain Pen                       | \$ 12.50 |
| 6-105-2    | Soft Tip Pen                       | 7.50     |
| 6-864-3    | Ball Pen                           | 6.00     |
| 6-110-4    | Pencil                             | 7.50     |
| 7-570-1(4) | Fountain Pen & Pencil Set          | 20.00    |
| 7-864-3(4) | Ball Pen & Pencil Set              | 13.50    |
| 7-105-2(3) | Ball Pen & Soft Tip Pen Set        | 13.50    |
| 7-570-1(3) | Fountain Pen & Ball Pen Set        | 18.50    |
| 7-570-1(7) | Fountain Pen & Ball Pen Pencil Set | 26.00    |

CAP: Brushed Stainless Steel  
 CLIP: Gold Electroplated  
 BARREL: Brushed Stainless Steel  
 NIB: Octanium (Steel)  
 NIB POINT  
 SIZES: Extra-Fine, Fine, Medium, Broad

Converter installed in fountain pen.  
 One washable blue ink cartridge provided.  
 Soft tip pen packed with one black refill.

Blue-medium refill in ball pen.

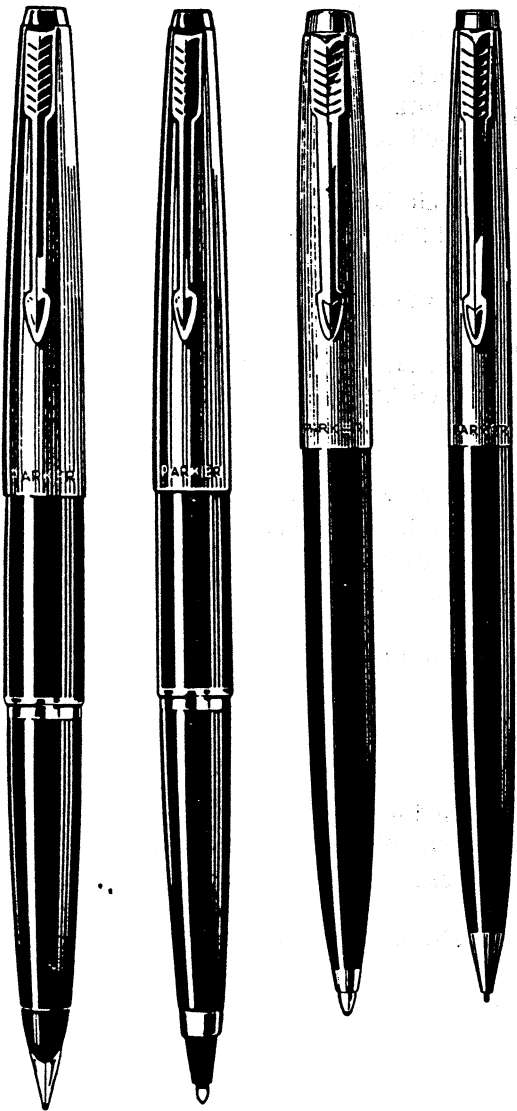
Black-medium leads in pencil.

Approx.

|         |         |         |         |         |
|---------|---------|---------|---------|---------|
| Weight: | 1/2 oz. | 1/2 oz. | 1/2 oz. | 3/4 oz. |
| Length: | 5-1/4"  | 5-1/4"  | 5"      | 5"      |

PRODUCT INFORMATION  
WHOLESALE LINE

45 SPECIAL



Approx.  
Weight: 1/2 oz. 1/2 oz. 1/2 oz. 1/2 oz.  
Length: 5-1/4" 5-1/4" 5-1/4" 5"

|            |                                     |         |
|------------|-------------------------------------|---------|
| 6-125-1    | Fountain Pen                        | \$ 8.75 |
| 6-233-2    | Soft Tip Pen                        | 5.00    |
| 6-836-3    | Ball Pen                            | 5.00    |
| 6-125-4    | Pencil                              | 7.00    |
| 7-125-1(4) | Fountain Pen & Pencil Set           | 15.75   |
| 7-125-1(3) | Fountain Pen & Ball Pen Set         | 13.75   |
| 7-836-3(4) | Ball Pen & Pencil Set               | 12.00   |
| 7-836-3(7) | Ball Pen, Soft Tip Pen & Pencil Set | 17.00   |
| 7-125-1(7) | Fountain Pen, Ball Pen & Pencil Set | 20.75   |

CAP: Stainless Steel  
CLIP: Chrome  
BARREL: Plastic  
BARREL COLORS: Black, Dark Blue, Matador Red, Grey\*, Vista Blue\*, Olive\*, Octanium (Steel)  
NIB: Octanium (Steel)  
NIB POINT  
SIZES: Extra-Fine, Fine, Medium, Broad

Converter installed in fountain pen.  
One washable blue ink cartridge provided.

Two soft tip refills shipped with 45 soft tip pen as standard equipment. When gift-boxed, packed with two black refills.

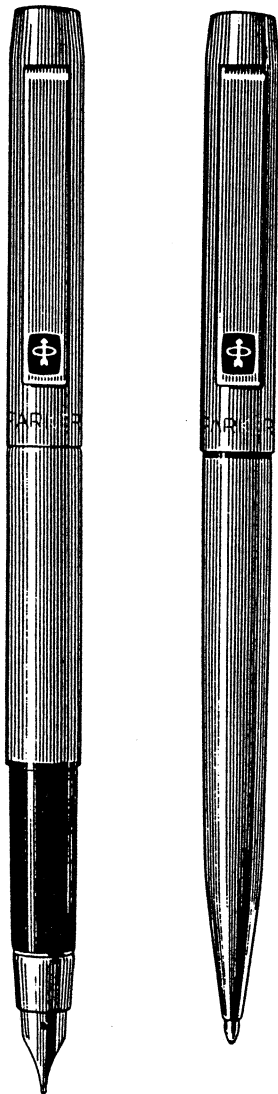
Blue-medium refill in ball pen.

Black-medium leads in pencil.

\* colors not available in soft tip pen

PRODUCT INFORMATION  
WHOLESALE LINE

PARKER 25 FLIGHTER



|            |                             |          |
|------------|-----------------------------|----------|
| 6-023-1    | Fountain Pen                | \$ 10.00 |
| 6-023-3    | Ball Pen                    | 6.00     |
| 7-023-1(3) | Fountain Pen & Ball Pen Set | 16.00    |

CAP: Brushed Stainless Steel

CLIP: Stainless Steel

BARREL: Brushed Stainless Steel

NIB: Stainless Steel

NIB POINT

SIZES: Extra-Fine, Fine, Medium,  
Broad

Converter installed in fountain pen,  
one washable blue ink cartridge provided.

Blue-medium refill in ball pen.

Pen and ball pen made in England,  
ink cartridge and refill made in U.S.A.

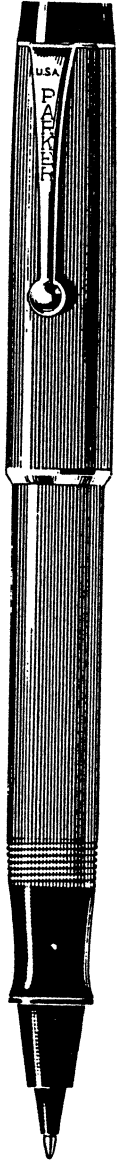
Approx.

|         |        |         |
|---------|--------|---------|
| Weight: | 1 oz.  | 3/4 oz. |
| Size:   | 5-1/2" | 5-1/4"  |

1 MARCH 1978

PRODUCT INFORMATION  
WHOLESALE LINE

BIG RED



6-402-3(2) BIG RED Ball Pen \$2.98

CAP: Orange-Red, Black, Green, Yellow,  
Red, Blue, White  
CLIP: Chrome  
BARREL: Orange-Red, Black, Green, Yellow,  
Red, Blue, White  
POINT: Blue-medium

Approx.

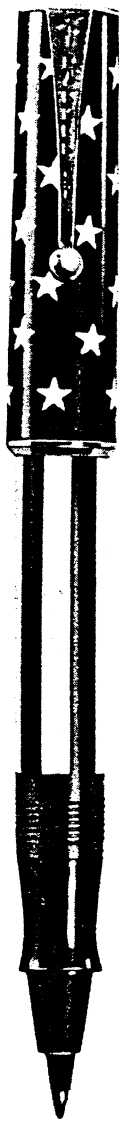
Weight: 1/2 oz.  
Size: 5-1/2"

1 MARCH 1978



PRODUCT INFORMATION  
WHOLESALE LINE

BIG RED, WHITE & BLUE



6-200-2 Big Red, White & Blue  
Soft Tip Pen \$5.00

6-200-3 Big Red, White & Blue  
Ball Pen \$5.00

CAP: White stars against blue  
background

CLIP: Chrome

BARREL: Red and white stripes

POINT: Blue-medium (ball pen)  
Black (soft tip pen)

Approx.

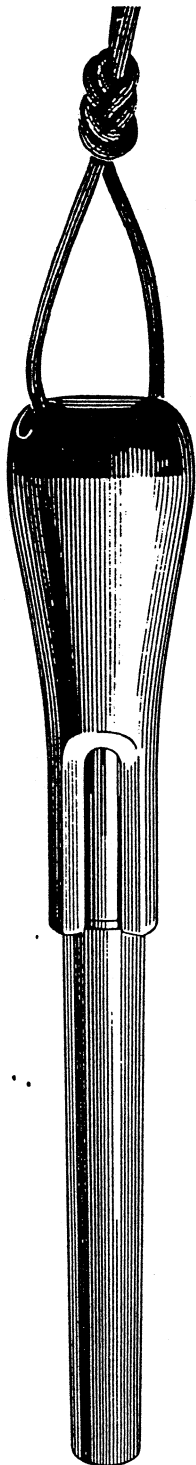
Weight: 1/2 oz.  
Size: 5-1/2"

1/2 oz.  
5-1/2"

1 MARCH 1978

PRODUCT INFORMATION  
WHOLESALE LINE

SWINGER



6-016-3(1) Swinger Ball Pen \$5.00

CAP: Plastic  
BARREL: Plastic  
COLORS: Black, Blue, Green, Orange, Red,  
White, Yellow

POINT: Blue-medium

Equipped with leather thong.

Pen made in Spain, refill made in U.S.A.

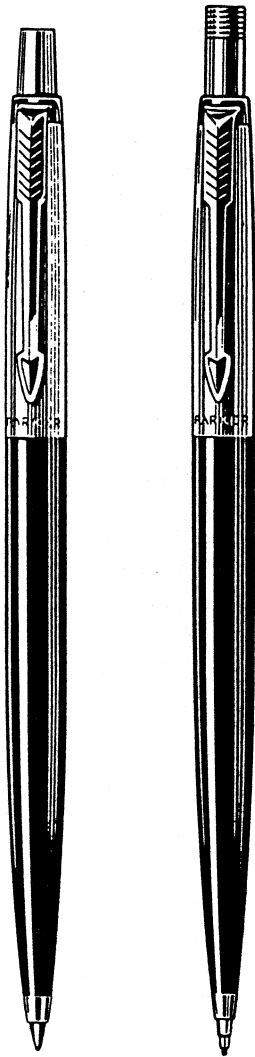
Approx.

Weight: 1/2 oz.  
Size: 5-1/2"

1 MARCH 1978

PRODUCT INFORMATION  
WHOLESALE LINE

SPECIAL JOTTER



|            |   |         |
|------------|---|---------|
| 6-780-3    | Jotter Ball Pen                           | \$ 2.98 |
| 6-260-5    | Cartridge Pencil                          | 2.98    |
| 7-780-3(5) | Jotter Ball Pen &<br>Cartridge Pencil Set | 5.98    |

CAP: Brushed Stainless Steel  
 CLIP: Stainless Steel  
 BARREL: Plastic  
 COLORS: Black, Grey, Olive, Matador Red,  
 Vista Blue, Dark Blue, White

POINT: Blue-medium (ball pen)  
 Black-medium (pencil)

Approx.

|         |         |         |
|---------|---------|---------|
| Weight: | 1/2 oz. | 1/2 oz. |
| Size:   | 5"      | 5-3/8"  |

1 MARCH 1978

PRODUCT INFORMATION  
WHOLESALE LINE

CALENDAR JOTTER



6-413-3      Calendar Jotter  
Ball Pen                      \$3.50

CAP:            Brushed Stainless Steel  
CLIP:            Stainless Steel  
BARREL:        Plastic  
COLORS:        Black, Dark Blue, Vista Blue, Olive,  
                    Matador Red, White, Grey  
POINT:           Blue-medium

Approx.

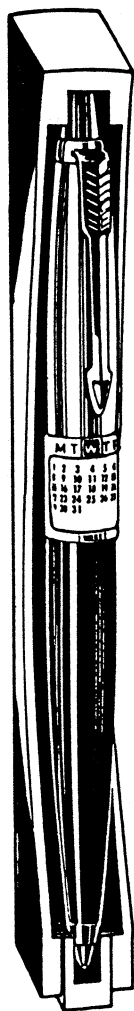
Weight:        1/2 oz.  
Size:            5"

1 MARCH 1978

PRODUCT INFORMATION  
WHOLESALE LINE

PARKER PARK-IT

Calendar Jotter with Holder



6-413-3(2) Parker Park-It  
Calendar Jotter with holder \$4.50

CAP: Brushed Stainless Steel  
CLIP: Stainless Steel  
BARREL: Plastic  
COLORS: Black, Dark Blue, Vista, Blue,  
Olive, Matador Red, White, Grey  
POINT: Blue-medium  
HOLDER: Black

Pen made in U.S.A., holder made in England.

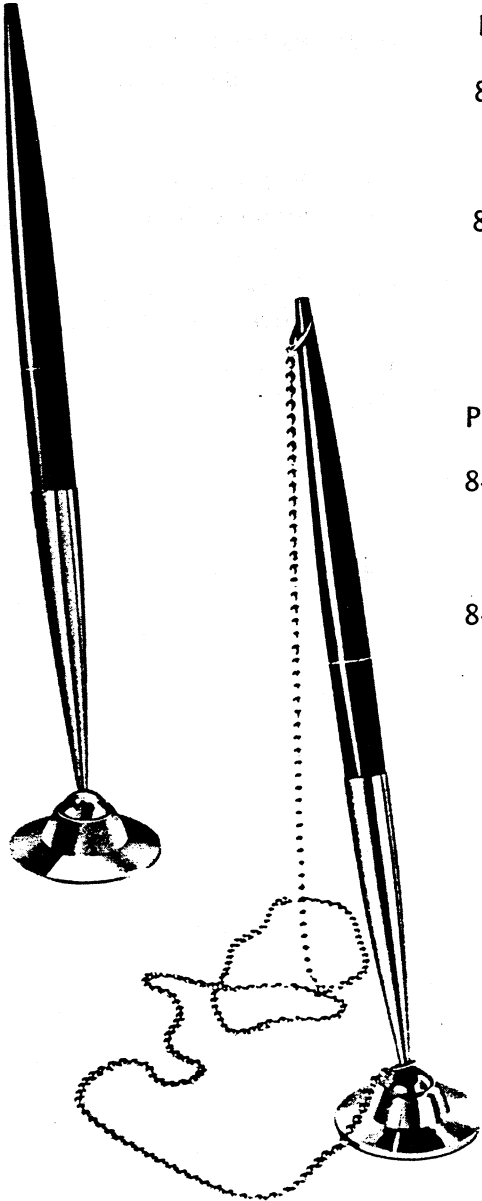
Approx. (includes holder)

Weight: 3/4 oz.  
Size: 6"

PRODUCT INFORMATION  
WHOLESALE LINE

PEN PARKER (Chrome Trim)

PEN PARKER (Gold Trim)



PEN PARKER CT (Chrome Trim)

8-210-9 Pen Parker CT without chain,  
blue, black, red, green,  
yellow, white \$3.98

8-211-9 Pen Parker CT with chain,  
black only \$4.98

PEN PARKER GT (Gold Trim)

8-212-9 Pen Parker GT (22K Gold Electroplate  
trim) without chain, black or brown  
ball pen \$5.98

8-213-9 Pen Parker GT (22K Gold Electroplate  
trim) with chain, black ball pen  
\$6.98

Blue-medium refill in ball pen.

Base equipped with adhesive pad.

Approx.

Weight: 2 oz.  
Size: 6-1/2 oz.

1 MARCH 1978

## PARKER ADVERTISING

### Telling the Parker Story 191 Million Times

#### BRAND IMAGE ADVERTISING

Parker advertising has as its overriding objective the reinforcement of the Parker brand name as representative of the very best - the highest quality available - in writing instruments. It will also stress Parker ... the Idea, the Company, the Brand.

#### CONTINUITY OF ADVERTISING

Throughout the year, Parker advertising appears in America's most respected, best written, first-quality publications.

#### THE RIGHT PUBLICATIONS

Every one of these top-notch publications delivers a gilt-edged audience exactly right for Parker advertising and for Parker products.

#### BEST PROSPECTS

The readers of these publications have money to spend and a taste for high quality gifts and personal accessories.

Parker - Largest gift pen advertiser in the industry

THE PARKER PEN COMPANY

Advertising Schedule  
Spring 1978

| <u>Issue Date</u> | <u>On Sale Date</u> | <u>Publication</u>       | <u>Product</u> | <u>Ad</u>               |
|-------------------|---------------------|--------------------------|----------------|-------------------------|
| May               | April               | NATIONAL GEOGRAPHIC      | Floating Ball  | Mark of Distinction     |
| May               | 1 May               | SCIENTIFIC AMERICAN      | Floating Ball  | Mark of Distinction     |
| May               | 22 April            | TRAVEL & LEISURE         | Floating Ball  | Mark of Distinction     |
| 1 May             | 26 April            | THE NEW YORKER           | Floating Ball  | Mark of Distinction     |
| 1 May             | 24 April            | TIME                     | Floating Ball  | Mark of Distinction     |
| 8 May             | 3 May               | SPORTS ILLUSTRATED       | Floating Ball  | Mark of Distinction     |
| 9 May             | 9 May               | THE WALL STREET JOURNAL  | Classic        | Nothing Communicates... |
| 15 May            | 8 May               | NEWSWEEK                 | Classic        | Nothing Communicates... |
| 15 May            | 4 May               | BUSINESS WEEK            | Floating Ball  | Mark of Distinction     |
| 17 May            | 17 May              | THE WALL STREET JOURNAL  | Floating Ball  | Mark of Distinction     |
| 22 May            | 17 May              | THE NEW YORKER           | Classic        | Nothing Communicates... |
| 22 May            | 22 May              | NEW YORK TIMES MAGAZINE  | Floating Ball  | Mark of Distinction     |
| 22 May            | 15 May              | PEOPLE                   | Classic        | Nothing Communicates... |
| 25 May            | 25 May              | THE WALL STREET JOURNAL  | Classic        | Nothing Communicates... |
| 29 May            | 22 May              | TIME                     | Classic        | Nothing Communicates... |
| 29 May            | 22 May              | U.S. NEWS & WORLD REPORT | Floating Ball  | Mark of Distinction     |



The Parker Pen Company  
 Advertising Schedule - Spring 1978

| <u>Issue Date</u> | <u>On Sale Date</u> | <u>Publication</u>      | <u>Product</u> | <u>Ad</u>                |
|-------------------|---------------------|-------------------------|----------------|--------------------------|
| 30 May            | 30 May              | THE WALL STREET JOURNAL | Floating Ball  | Mark of Distinction      |
| June              | 29 May              | MADEMOISELLE            | Floating Ball  | Mark of Distinction      |
| June              | 25 May              | MONEY                   | Floating Ball  | Mark of Distinction      |
| June              | 1 June              | VOGUE                   | Floating Ball  | Mark of Distinction      |
| 5 June            | 31 May              | SPORTS ILLUSTRATED      | Classic        | Nothing Communicates.... |
| 7 June            | 7 June              | THE WALL STREET JOURNAL | Classic        | Nothing Communicates.... |
| 12 June           | 5 June              | NEWSWEEK                | Floating Ball  | Mark of Distinction      |
| 12 June           | 7 June              | THE NEW YORKER          | Floating Ball  | Mark of Distinction      |
| 12 June           | 12 June             | NEW YORK TIMES MAGAZINE | Classic        | Nothing Communicates.... |
| 12 June           | 5 June              | PEOPLE                  | Floating Ball  | Mark of Distinction      |
| 12 June           | 5 June              | TIME                    | Floating Ball  | Mark of Distinction      |
| 15 June           | 15 June             | THE WALL STREET JOURNAL | Floating Ball  | Mark of Distinction      |